



PHILIP MORRIS

U.S.A.

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-VIA FAX-

May 17, 1995

Mr. Jim Whitelaw
Time, Inc.
Time & Life Building
1271 Avenue of the Americas
New York, NY 10020

Dear Jim:

We intend to run the Merit Awards Selective Binding Program again this year in October issue dates. Luckily, the 1995 program is much simpler than last year! Our objective for the 1995 program is simply -- Name Generation. Merit will utilize selective binding to acquire new names.

The attached outlines Merit Awards II objective, cell description, units, and comments. Please price out the program by itemizing the cost for executing each cell. Costs should be based on last year's matched smoker circulation (and unmatched circulation).

We intend to use the same magazines as Merit Awards I:

	1994
<u>Publication</u>	<u>Matched Smoker Circulation</u>
• Entertainment Wkly	191,000
• People	247,000
• Sports Illustrated	376,767
• Time	491,000
LIFE	

↓ 2.7mm
↓ 1.5mm

If you have any questions, please call me at 880-3156. I look forward to working with you on this program.

Sincerely,

Karen Marryshow
Media Analyst

cc: R. Schneider
R. Simons

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